

Cobb Elections Website Statistics - Advance Voting Week 2 (July 27, 2020 to August 2, 2020)

Phelps-Davis, Treva

To: **Elections**

Attachments: [WeeksWebsiteAnalytics_27Ju~1.pdf](#) (579 KB) [Open as Web Page]

Tuesday, August 04, 2020 5:53 PM

Hello Elections Associates,

We have completed two weeks of Advance Voting. This week appears to be slow especially for the website experiencing a 19% decrease in session/visitor traffic. Attached is detailed statistical data concerning Cobb Elections website (CobbElections.org) performance from Sunday, July 27, 2020 to Monday, August 2, 2020 (Advance Voting Week 2).

This attachment contains slides sharing the following:

- Slide 1 – DAILY totals
- Slide 2 – WEEK totals
- Slide 3 – Week's Top Sections
- Slide 4 – Week's Top Pages
- Slide 5 – Week's Online Form Submissions
- Slide 6 – Week's Bitly Links totals

The HIGHLIGHTS for Advance Voting Week 2:

- 9,350 landing sessions/visitors, 19% decrease from Week 1
- 15,980 unique views, 18% decrease
- 19,480 views, 18% decrease
- 2,650 Customized Absentee Ballot Applications
- 611 Wait Time Map views
- Top Day: Sunday, August 2, 2020 with
 - 3,440 landing sessions, 32% increase from Week 1
 - 6,060 unique views, 36% increase
 - 7,380 total views, 37% increase
 - 31 map views, 19% increase
- Top sections: Voting, Candidates, Voter Registration
- Top pages: Absentee voting, Main, Advance voting
- Friday, July 31st the most active day for the Wait Time Map generating 111 views

Don't forget to share our website address as CobbElections.org and use the